

In any case, Act 2 ends up when our hero hits the climax of his experience: as this is a metaphor, everything coincides. Let's picture the guy, all his body gets this kind of energy hit which is like a massive body yawn that starts when we hear the words **AWAKEN YOUR AWESOME...** and goes up as he "pans" himself with the shower head going up and up and the music hits as well its peak while we listen the rest of the VO: **...WITH THE ENVIGORATING TWO-AT-ONCE COVERAGE OF THE DELTA INITIATION.**

\*We could cut in between the movement with close ups as it happens (of course will this shoot in a way where there's options to try out in the edit room).



# ACT 3

Act 3 could come around pretty brusquely and result in the only deliberately comedic effect in the spot: we cut to a close up of the shower head as it clicks back into place and his eyes open wide in macro. With this the music volume diminishes drastically and we open up to find the shower is now off and our character, all wet, smiles full of vigor and ready to dry himself. Here would come the rest of the VO, even in a different, less invigorating and more chilled tone: **GETTING WATER WHEREVER YOU NEED IT... IS A BEAUTIFUL THING.**

DELTA LOGO.

VO/TAG: SEE WHAT DELTA  
CAN DO.

